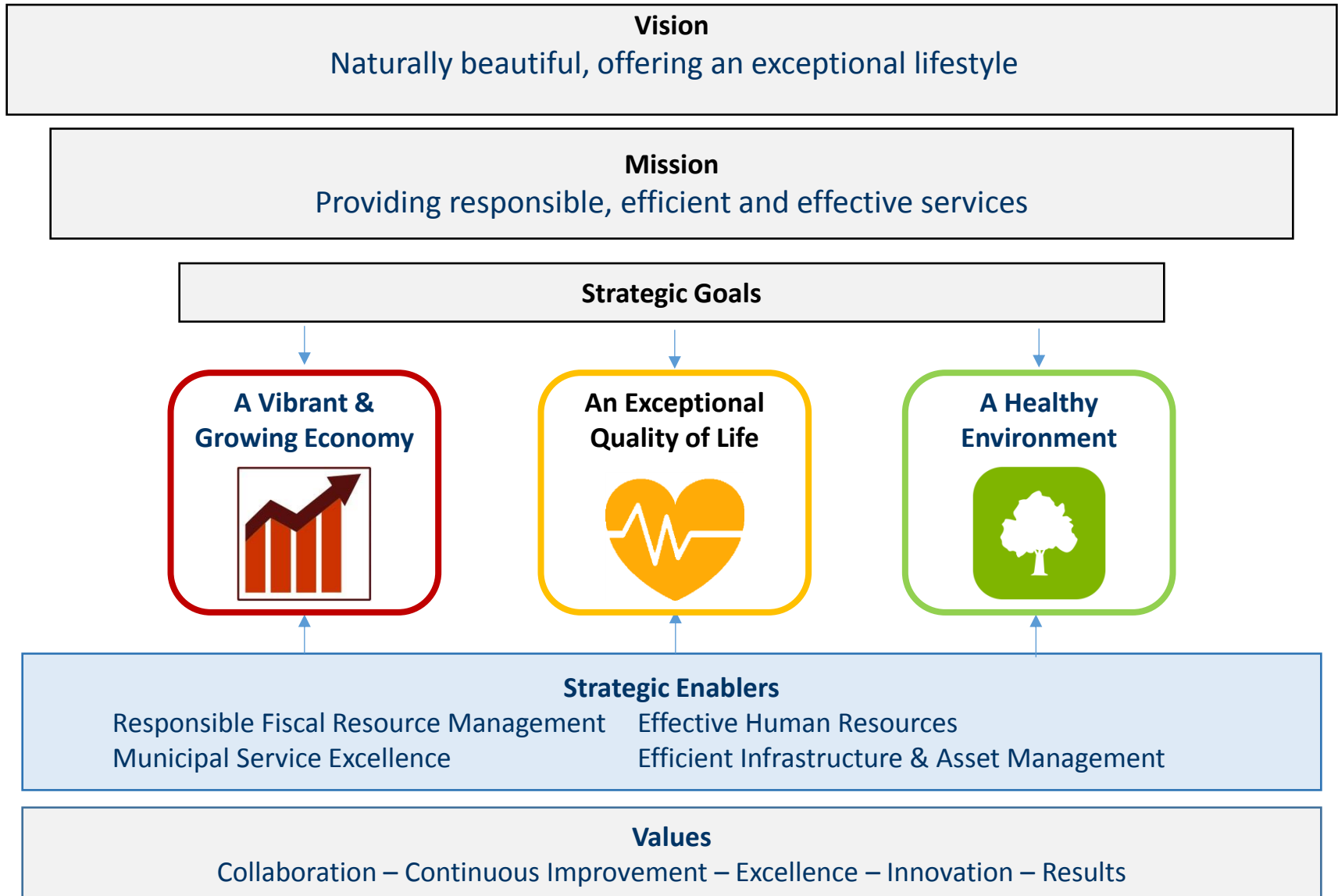


# Economic Development Strategy

Development Services



# City of Kawartha Lakes Corporate Strategic Plan Framework



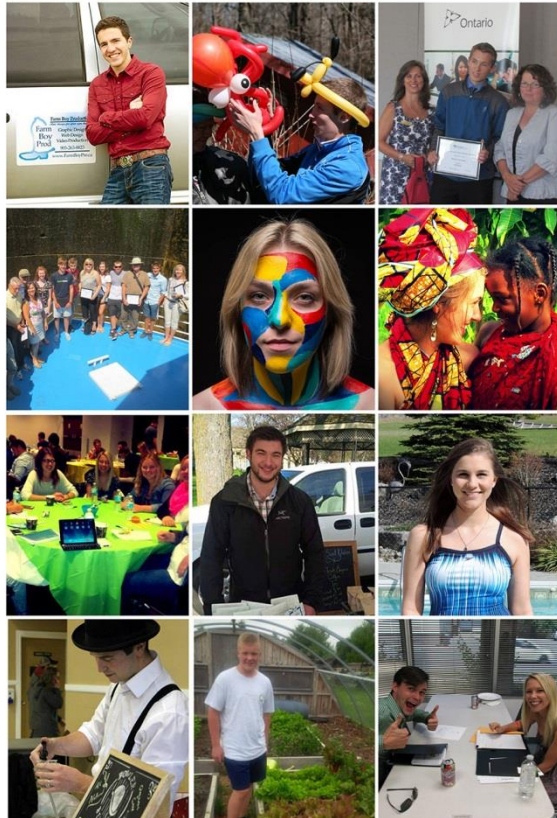
# Strategic Priority

- Goal 1: A Vibrant & Growing Economy
  - Objective 1.1: a stronger and more diversified economy.
    - Actions 1.1.1 Develop and execute a comprehensive Economic Development Strategy (to bring business to the City of Kawartha Lakes and to expand local employment)
  - Objective 1.3: Enhanced Tourism
    - Actions 1.3.1 Update the Tourism Strategy

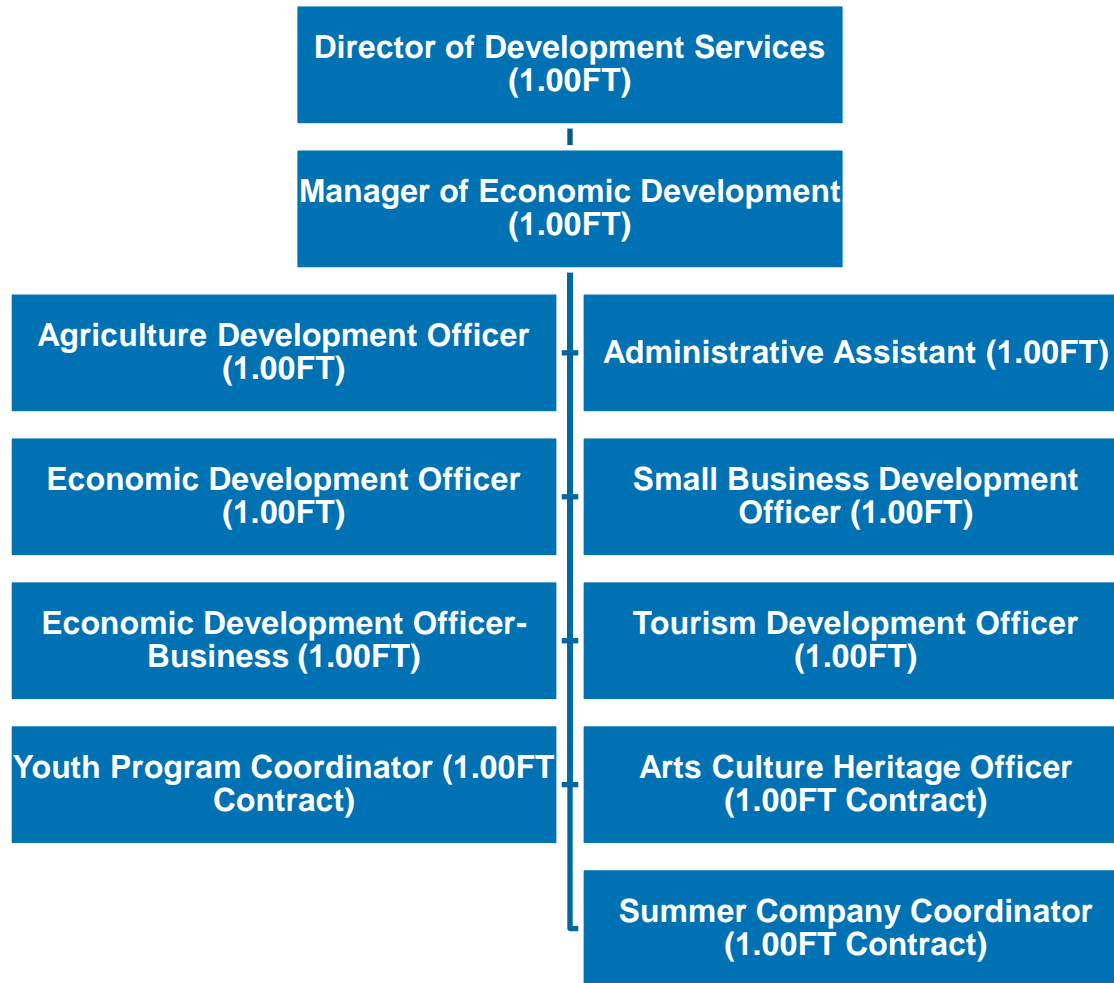
# Current Position

“Local Economic Development is a process by which public, business and non-governmental sector partners work collectively to create better conditions for economic growth and employment generation. LED is thus about communities continually improving their investment climate and business enabling environment to enhance their competitiveness, retain jobs and improve incomes.” (World Bank & FCM)

# Current Position



# Current Position



# Current Position

- Informing documents include:
  - Economic Development Mission Statement (2007)
  - Premier Ranked Tourism Strategy (2008)
  - Heritage Master Plan (2012)
  - Culture Master Plan (2013)
  - Music Feasibility Study (2015)
  - Downtown Revitalization Studies and Action Plans (ongoing)
  - Agricultural Action Plan (2010)
  - Food Hub Feasibility Study (2015)
  - AgriFood Asset Mapping (2016)
  - Green Hub CIP (2009)
  - Planning documents

# Scope

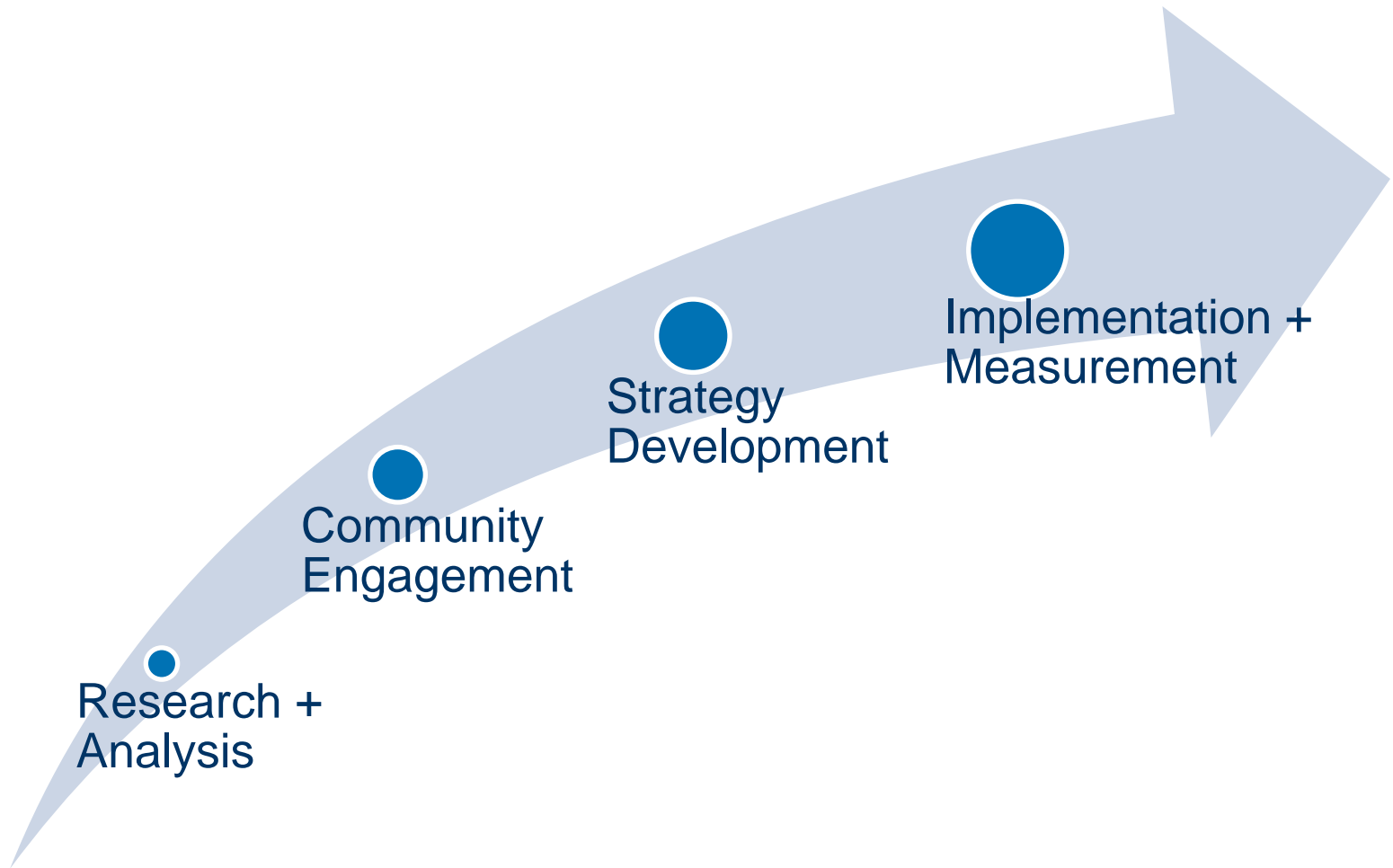
- Create an comprehensive Economic Development Strategy:
  1. Review current programs
  2. Benchmark and best practices
  3. Strengthen existing industries
  4. Diversity the economic base
  5. Improve policies and processes
  6. Action based implementation plan



# Where do we want to be?

- Vision:
  - Vibrant and growing economy
- Goals:
  - Engagement
  - Stronger and more diversified economy
  - Bring business to the City of Kawartha Lakes
  - Expand local employment

# Actions to achieve Goals



# Timeline

- Major milestones:

Milestone	Timeline
Presentation to Council	June 21, 2016
Research + Analysis	August- October
Community Engagement	October – November
Strategy Development	December- January
Final Strategy Presentation	February 2017

# Next Steps